

Amendments to the Claims:

[This listing of claims will replace all prior versions, and listings, of claims in the application:]

1. (Currently Amended) A system for launching an advertisement on a computer, comprising:

a computer having an audio input interface and a display;

an audio output acoustically coupled from a receiver of a broadcast source to said audio input interface for providing an audio signal having encoded therein advertisement information; [[and]]

a computer program operable on said computer and responsive to said audio signal output from said receiver of said broadcast source to allow said computer program to be controlled by said advertisement information, said program comprising:

a program for accessing advertising information coupled from said receiver of said broadcast source,

means for decoding advertising information encoded in said audio signal, and

means for launching said advertisement of said display of said computer.

2. (Previously Presented) The system of Claim 1, wherein said audio input interface comprises:

a circuit for converting said audio signal output coupled from said receiver of said broadcast source into digital form for processing by said computer.

Claim 3 (Original): The system of Claim 2, wherein said circuit comprises:

an audio circuit having an input coupled to a microphone and an output; and

an A/D converter coupled to said output wherein an output of said A/D converter is coupled to a system bus of said computer.

4. (Previously Presented) The system of Claim 1, wherein said audio signal comprises:

an advertisement coupled with a sound effect selected from the group consisting of clapping, clicking, whistling, audible tones, subaudible tones, superaudible tones or a combination thereof.

AMENDMENT AND RESPONSE

S/N 09/382,374

Atty. Dkt. No. PHL-24,736

Claim 5 (Original): The system of Claim 1, wherein said audio output comprises:
a broadcast or recorded program including said advertisement encoded in an audio component of said program.

Claim 6 (Original): The system of Claim 1, wherein said audio output comprises:
an audible signal for initiating execution by said program in said computer.

E' Claim 7 (Previously Presented): The system of Claim 1, wherein said advertisement includes:
information selected from the group consisting of product identity, product description, manufacturer identity, advertising messages or program execution commands.

Claim 8 (Canceled)

Claim 9 (Original): The system of Claim 8, wherein said means for launching comprises:
means for coupling said computer to said display.

Claim 10 (Currently Amended): A method for launching an advertisement on a computer comprising the steps of:

providing a computer having an audio input interface responsive to an audio signal output from a receiver of a broadcast source and a display coupled to the computer;

5 receiving the audio signal output having advertising information encoded therein at the audio input interface and decoding the advertising information for processing by the computer; [[and]]

initiating execution of a computer program on the computer responsive to the audio signal having the encoded advertising information by the steps of:

10 interpreting the advertising information received during the receiving step, and
launching a display of the advertising upon the display.

AMENDMENT AND RESPONSE

S/N 09/382,374

Atty. Dkt. No. PHL Y-24,736

11. (Amended) The method of Claim 10, wherein the step of providing a computer comprises the steps of:

providing an audio input interface for receiving the audio signal output from the receiver of the broadcast source;

5 converting the received audio signal to a form readable by the computer; and
transmitting converted audio signal information to the computer.

E'
12. The method of Claim 11, wherein the step of providing an audio input interface comprises the steps of:

providing an audio circuit having an input coupled to a microphone and an output;
and

5 coupling an A/D converter between said output of said audio circuit and a system bus of said computer.

13. (Amended) The method of Claim 10, wherein the step of receiving comprises the steps of:

receiving a broadcast or recorded program source having encoded therein advertising information selected from the group consisting of product identity, product description, manufacturer identity, advertising messages or program execution commands.

14. (Amended) The method of Claim 10, wherein said audio signal output comprises:
a sound effect selected from the group consisting of clapping, whistling, audible tones, subaudible tones, superaudible tones or a combination thereof.

Claim 15 (Canceled)

AMENDMENT AND RESPONSE

S/N 09/382,374

Atty. Dkt. No. PHL-Y-24,736